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FEBRUARY 5, 1982

Beverage Industry

MARKETING ☐ DISTRIBUTION ☐ TECHNOLOGY

PUBLISHED EVERY OTHER FRIDAY

1981 TOP TEN BEER BRANDS

Source: Lehman Bros. Kuhn Loeb Research

Copyright: John Maxwell Beverage Industry, February 5, 1982

Rank	Brand	Market Share	Production*
1	Budweiser	20.6%	37.6
2	Miller High Life	12.2%	22.3
3	Miller Lite	9%	16.2
4	Coors	6%	11.2
5	Pabst	5%	9.7
6	Michelob	4.6%	8.5
7	Schlitz	3.1%	5.7
8	Old Style	3%	5.6
9	Stroh	3%	5.5
10	Old Milwaukee	2.7%	5.0

*Millions of barrels

Beer sales up only 2% last year

NATIONAL REPORT — Domestic beer production, usually considered a good measure of sales, rose by only 2% in 1981, compared with 1980, according to John Maxwell, director of research statistics at Lehman Brothers Kuhn Loeb Research, in New York City.

Maxwell's statistics indicate that 177.5 million barrels were produced, excluding 2.5 million barrels of tax-free exports and military. 1980's production volume was 173.3 million barrels.

Maxwell estimates that year-end capacity of all do-

(Continued on page 10)

Pabst closes IL brewery in cost-cutting move

MILWAUKEE, WI — On the heels of a decision to keep its Newark, NJ, brewery running, the Pabst Brewing Co. is phasing-out operation of its 3.3 million barrels per year plant in Peoria Heights, IL.

Phase-out began in early January and should be completed within two months, depending on inventory, according to a company spokesman.

The action idles more than 700 workers, which Pabst says it will try to help in any way it can, although there's no official program. Apparently, union proposals made during negotiations to keep the plant open (which were not immediately specified by Pabst) were deemed inadequate by the company.

In addition, an "extensive study of the economic condition of the brewery" convinced Pabst to conclude "painfully" that it was necessary to close the facility.

William F. Smith, Jr., Pabst president and chief executive, said, "The excess brewing capacity in the Midwest makes operation of the Peoria Heights facilities uneconomical for Pabst over the long-term. Given the brewing marketplace today, and the resources Pabst has available to it, the company has no other alternative.

"Pabst will continue to maintain an important marketing presence in the Peoria area, with future shipments in the market being supplied

(Continued on page 16)

BI Package of the Week

Bag-in-box for syrup near industry intro

SPECIAL REPORT — With the introduction of at least two new systems at this year's NSDA convention and amid reports that at least one of the two major cola producers will field test the units early in '82, it appears that the bag-in-box concept for the post mix syrup package may be close to reality.

Syrup-Pak is the trademarked name of one new system introduced by B-Bar-B at this year's meeting. Executives referred to their new system as "the complete field-proven system ready now to convert the soft drink bottler from expensive, returnable five gallons to a more economical and convenient one-way package."

"Cost savings, according to Ed Rhawn, B-Bar-B presi-

(Continued on page 28)

SD stocks should post good profits

NEW YORK, NY — Soft drink industry stocks should quench the thirst of investors who hope to beat the stock market during the coming year, according to Value Line, the nation's largest investment advisory service. Soft drink stocks rank first in near-term performance among the 93 industries Value Line reviews.

Four of the five soft drink companies that the advisory service follows are "likely to report record profits" in 1981, states Value Line in the current issue of its Weekly Investment Survey. "Moreover, 1982, prospects also are

(Continued on page 16)

BI Week

• Reaction to A-B's announced plan to increase prices is mixed. Some — Iron City, Stroh and Schlitz — have announced increases of 6%-7% on half and quarter barrels. As of mid-January, however, Coors, Heileman and Pabst were holding off on any increases.

• Sugar prices went up about 30% as the result of an increase in import duty. Market stabilization price went from approximately 15 cents per lb. to 19.08. The increases were brought about when the President took action under the recently passed farm bill.

• FTC considering new criteria for approving mergers.

(Continued on page 29)

Congress to monitor ATF revamping

WASHINGTON, DC — Before the Bureau of Alcohol, Tobacco and Firearms is dismantled on March 31, Congress wants to have a good idea how the Treasury Dept. plans its organization.

Hearings are expected this month before the Senate Appropriations Subcommittee on Treasury, Postal Service and General Government, at the request of Chairman James Abnor (R-SD), on Treasury's transition program. Abnor contends Congress should know how its money is being spent, especially since it is estimated that ATF's dismantling may

(Continued on page 2)

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Beer production up by 2% in '81

Domestic beer production for 1981 rose by 2% when compared with 1980, according to **Beverage Industry's** director of research statics, John Maxwell. Budweiser, Miller High Life and Miller Lite retained their top three positions in the beer market, capturing market shares of 20.6%, 12.2% and 9%, respectively. For statistics on the top 10 brands, production by brand, brewers' market shares and leading import brands, see **page 1.**

Pabst to close Peoria brewery

While the Newark, NJ brewery will remain in operation, Pabst has decided to phase out its 3.3 million barrel brewery in Peoria, IL. For more information, see **page 1.**

.5-L PET handling problems solved

Simplimatic Engineering Co. has built an experimental production line that can convey and pack .5-L PET bottles at speeds of up to 700 per minute. Modification in handling and conveyor equipment resulted in a automated race-track shaped line used to study problems in filling and packaging the bottles. For a representation of the test loop and more details, see **page 4.**

Alcoholism ed begun by BAIC

The Beverage Alcohol Information Counsel has begun an educational campaign using "alcoholism as a treatable disease" as its theme. The group plans to get its message to the public via posters, leaflets, and other materials disseminated by the media and physicians. For more information, see **page 5.**

Nutrition group offers information

A group of industry, government and consumer representatives now comprises the Network for Better Nutrition, offering information on food and nutrition to the public. The group was established in lieu of Phase II and Phase III of the FTC's food trade regulation rule, to improve the information base upon which food and nutrition information/education can be based. For details, see **page 8.**

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SWAN

Brewers' production and estimated year-end 1981 capacity

(million barrels)

	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	Year-end Capacity 1981E
Anheuser-Busch	24.3	26.6	29.9	34.1	35.2	29.1	36.6	41.6	46.2	50.2	54.5	60.0
Miller	5.1	5.4(d)	6.9	9.1	12.9	18.4	24.2	31.3	35.8	37.2	40.2	42.0
Schlitz	16.7	18.9	21.3	22.7	23.3	24.2	22.1	19.6	16.8	15.0	14.2	18.8
Heileman (a)	9.4	9.9	10.5	9.5	10.0	9.6	10.6	10.5	11.3	13.0	14.1	15.5
Pabst	11.8	12.5	13.1	14.3	15.7	17.0	16.0	15.4	15.1(j)	15.1	13.5	17.5
Coors	8.5	9.8	10.9	12.3	11.9	13.5	12.8	12.6	12.9	13.8	13.2	15.0
Stroh (b)	9.3	9.7	10.2	10.1(g)	11.0	10.9	10.8	10.2	9.6	9.8	9.2	11.5
Olympia (c)	4.2	4.4	4.7	5.3	6.6	7.3	6.8	6.7	6.0	6.1	5.9	9.0
Genesee	1.6	1.7	1.9	2.1	2.4	2.5	2.8	3.0	3.4	3.6	3.6	4.0
Schmidt	3.2	3.2	3.5	3.5	3.3	3.5	3.5(h)	3.8	3.8	3.6	3.5	4.3
General	5.1	6.2(e)	6.0	5.8	6.1	4.2	4.0	3.5(i)	3.0	2.6	2.1	8.8
Pittsburgh	1.2	0.9(f)	0.9	1.0	1.0	0.9	0.7	0.6	0.7	1.5	1.3	1.5
All Others	29.5	24.7	20.5	17.8	11.1	11.1	8.3	6.5	6.1	4.9	4.7	5.1
	129.9	133.9	140.3	147.6	150.5	152.2	159.2	165.3	170.7	176.4	180.0	213.0
Less tax-free exports and military	2.5	2.1	1.8	2.1	1.9	1.8	2.3	2.6	2.6	3.1	2.5	
	127.4	131.8	138.5	145.5	148.6	150.4	156.9	162.7	168.1	173.3	177.5	
Imports	0.9	0.9	1.1	1.4	1.7	2.4	2.5	3.5	4.4	4.6	5.3	
Total U.S. Consumption	**128.3**	**132.7**	**139.6**	**146.9**	**150.3**	**152.8**	**159.4**	**165.7**	**172.5**	**177.9**	**182.8**	

(a) Includes Carling National for all periods except first three months of 1979
(b) Schaefer & Stroh combined for all years
(c) Includes certain assets of Hamm's acquired March 1975, and pro forma for Lone Star for all years
(d) Pro forma for purchase of Meister Brau as of July 1972
(e) Pro forma for purchase of Ballantine as of March 31, 1974
(f) Strike in August and September
(g) A 40-day strike in April-May had an adverse effect on sales
(h) Includes Rheingold as of December; Rheingold's previous volume included in All Others
(i) Pro forma for Pearl acquisition in January 1978
(j) Includes Blitz

Source: Lehman Bros. Kuhn Loeb Research

Copyright: John Maxwell, Beverage Industry
February 5, 1982

Malt beverage imports by country

(000 barrels)

	January-September			Full Year							
	1980	1981	Change	1977	1978	1979	Change	1980	Change	1981E	Change
Netherlands	1,327	1,622	22.2%	1,030	1,538	1,995	29.7%	1,792	(10.2)%		
Canada	1,172	1,299	10.8	760	996	1,292	29.7	1,532	18.6		
Germany	346	431	24.6	327	390	459	17.7	475	3.5		
Mexico	274	274	—	170	205	294	43.4	329	11.9		
U.K., Ireland	121	134	10.7	92	135	124	(8.1)	162	30.6		
Australia	47	43	(8.5)	37	51	73	43.1	65	(11.0)		
Japan	29	34	17.2	24	30	39	30.0	40	2.6		
Philippines	13	23	76.9	27	28	30	7.1	23	(23.3)		
Denmark	19	14	(26.3)	15	24	22	(8.3)	25	13.6		
Norway	12	11	(8.3)	20	22	14	(36.4)	16	14.3		
Other	81	100	23.5	44	52	82	57.7	111	35.4		
Total	**3,441**	**3,985**	**15.8%**	**2,546**	**3,471**	**4,424**	**27.5%**	**4,570**	**3.3%**	**5,300**	**16.0%**

Source: Lehman Bros. Kuhn Loeb Research

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February 5, 1982

Estimated malt liquor sales volume

(000 barrels)

	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981E
Schlitz (Schlitz)	700	900	1,100	1,300	1,500	1,700	1,800	1,900	2,150	2,500
Colt 45 (Heileman)	1,050	1,100	1,200	1,300	1,400	1,400	1,350	1,000	1,200	1,200
Olde English (Pabst)	—	—	—	—	—	—	500	900	1,000	800
Champale (Iroquois)	285	385	350	400	400	700	800	900	900	650
Mickey's (Heileman)										400
Country Club (Pearl)	700	710	600	550	500	450	400	300	200	200
Magnum** (Philip Morris)	—	—	80	*	—	—	—	—	—	200**
Malt Duck (Heileman)	—	—	50	80	100	110	125	100	100	75
Bud Malt (Anheuser-Busch)	200	80	*	—	—	—	—	—	—	—
900 (Pearl)	—	—	—	—	—	—	—	—	—	50
Subtotal	2,935	3,090	3,380	3,630	4,000	4,360	4,975	4,900	5,350	6,075
All Others	250	110	120	120	170	200	50	50	50	50
Total	**3,185**	**3,285**	**3,500**	**3,750**	**4,170**	**4,560**	**5,025**	**5,000**	**5,400**	**6,125**

Source: Lehman Bros. Kuhn Loeb Research

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February 5, 1982

Beer sales

(Continued from page 1)

mestic brewers last year was 213 million barrels.

If imports are included in total production/sales, the figure would reach 2.7% in 1981 above the previous year.

U.S. consumption of imported beer brands has been steadily increasing over the past decade to 5.3 million barrels in 1981 (from around a million barrels in the early '70s). Adding the imports puts total U.S. beer consumption last year at 182.8 million barrels.

Only three domestic brewers increased their production volume in 1981: Anheuser-Busch, Miller and Heileman. The latter company, for all practical purposes, is in a tie with Schlitz, whom it attempted unsuccessfully to merge with last year.

A-B's production rose 4.3 million barrels to 54.5 million, maintaining the company's no. one position, 14.3 million barrels ahead of Miller, and 40 million barrels above Schlitz and Heileman.

(Continued on page 13)

Brewers' estimated market shares

	1979	1980	1981
Anheuser-Busch	26.8%	28.2%	29.8%
Miller	20.8	20.9	22.0
Schlitz	9.7	8.4	7.8
Heileman	6.6	7.3	7.7
Pabst	8.8	8.5	7.4
Coors	7.5	7.8	7.2
Stroh	5.8	5.5	5.0
Olympia	3.5	3.4	3.2
Genesee	2.0	2.0	2.0
Schmidt	2.2	2.0	1.9
General	1.7	1.5	1.1
Pittsburgh	0.4	0.8	0.7
Others*	4.4	3.7	4.2
Total	**100.0%**	**100.0%**	**100.0%**

*Includes imports

Copyright: John Maxwell, Beverage Industry

Source: Lehman Bros. Kuhn Loeb Research — February 5, 1982

Year-end capacity of leading breweries

(million barrels)

	1978	1979	1980	1981E	1982P
Anheuser-Busch	44.0	47.0	53.5	60.0	66.5
Miller	34.0*	38.0*	40.0	43.0	47.0
Schlitz	30.0	30.0	25.0	18.8	18.8
Pabst	17.5	17.5	17.5	17.5	17.5
Coors	16.0	15.0	15.0	15.0	15.0
Total	**141.5**	**147.5**	**151.0**	**154.3**	**164.8**

*Full-out annual capacity — 24 hours a day, seven days a week. It is necessary to deduct about 15% for comparability.

Copyright: John Maxwell, Beverage Industry

Source: Lehman Bros. Kuhn Loeb Research — February 5, 1982

Production by brand

(million barrels)

	1977	1978	1979	1980	1981E
Anheuser-Busch					
Budweiser	25.0	27.0	30.0	33.9	37.6
Michelob	6.2	7.5	8.0	8.5	8.5
Busch	3.4	3.6	3.2	2.8	3.1
Michelob Light	—	1.0	2.0	2.6	3.2
Natural Light	1.9	2.5	3.0	2.4	1.9
Other	—	—	—	—	0.2
Total	36.5	41.6	46.2	50.2	54.5
Miller					
High Life	16.5	20.8	23.6	22.7	22.3
Lite	7.5	9.5	11.2	13.2	16.2
Lowenbrau	0.2	1.0	0.9	1.2	1.5
Other	—	—	0.1	0.1	0.2
Total	24.2	31.3	35.8	37.2	40.2
Schlitz					
Schlitz		13.0	10.5	7.5	5.7
Old Milwaukee		3.6	3.7	4.2	5.0
Schlitz Malt		1.8	1.9	2.3	2.5
Schlitz Light		0.8	0.6	0.4	0.3
Erlanger		—	—	0.4	0.6
Other		0.4	0.1	0.2	0.1
Total		19.6	16.8	15.0	14.2
Heileman					
Old Style				5.2	5.6
Schmidt/Rainer				0.9	1.0
Blatz				1.3	1.5
Colt 45				1.2	1.2
All Other				4.4	4.8
Total				13.0	14.1
Pabst					
Pabst		12.7	12.3	11.2	9.7
Olde English (Malt)		0.5	0.7	1.0	0.8
Red, White & Blue		0.5	0.9	1.2	1.4
Blitz		0.3	0.5	0.8	0.5
Pabst Light		0.6	0.7	0.6	0.7
Andeker		—	—	—	0.1
Other		0.8	—	0.3	0.3
Total		15.4	15.1	15.1	13.5
Coors					
Coors		12.1	11.3	11.4	11.2
Coors Light		0.5	1.6	2.4	1.9
Other		—	—	—	0.1
Total		12.6	12.9	13.8	13.2
Stroh					
Stroh				5.7	5.5
Stroh Light				0.5	0.6
Schaefer				3.6	3.1
Total				9.8	9.2

Source: Lehman Bros. Kuhn Loeb Research

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February 5, 1982

Leading imported beer brands

(million gallons)

	1979 Vol.	1979 % Mkt	1980 Vol.	1980 % Mkt	1979/80 Change
Heineken	59.1	43.1%	53.5	37.8%	(9.5)%
Molson	29.3	21.4	31.7	22.4	8.2
Dos Equis	7.0	5.1	7.9	5.6	12.9
Labatt	6.6	4.8	6.9	4.9	4.5
Becks	6.1	4.4	6.3	4.5	3.3
Moosehead	2.0	1.5	5.6	4.0	180.0
St. Pauli Girl	2.0	1.5	2.2	1.6	10.0
Carta Blanca	1.8	1.3	2.1	1.5	16.7
Grolsch	1.4	1.0	1.9	1.3	35.7
Foster	2.0	1.5	1.8	1.2	(10.0)
Guinness	1.6	1.2	1.7	1.2	6.3
Bass Ale	1.5	1.1	1.6	1.1	6.7
Kronenbourg	—	—	0.8	0.6	—
Amstel Light	—	—	0.4	0.2	—
Others	16.7	12.1	17.2	12.1	3.0
Total	**137.1**	**100.0%**	**141.6**	**100.0%**	**3.3%**

Source: Lehman Bros. Kuhn Loeb Research

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Beer sales

(Continued from page 10)

Fifth and sixth on the list are Pabst and Coors, in a virtual tie, with 13.5 million and 13.2 million barrels produced last year. As part of a major streamlining effort, Pabst recently decided to phase-out its brewery in Peoria Heights, IL., while continuing production at its Newark facility.

A-B continued to lead the domestic industry with 29.8% of the market in 1981; Miller had 22%; Schlitz and Heileman had 7.8% and 7.7% respectively.

'81 estimates

It is interesting to note that 1981's estimated volume increase of 4.3 million barrels for A-B's flagship brand is greater than the estimated domestic industry increase of 3.6 million. All Anheuser-Busch brands except Natural Light, were up last year, led by Budweiser, with an increase of 11%, to 37.6 million barrels. Natural Light dropped from 2.4 million to 1.9 million, 1980 to 1981, according to Maxwell.

The Miller Lite brand, up by almost 23%, to 16.2 million barrels, continues as the industry's leading light product.

While production of Schlitz' flagship brand continued its decline, another Schlitz product, Old Milwaukee, jumped up to 5 million barrels last year, apparently closing in on the 5.7 million barrels production level of the former.

Pabst', Coors' and Stroh's flagship brands also showed production declines, 1980 to 1981.

Pittsburg Brewing continues to do reasonably well, according to Maxwell, despite a 17-day strike in May, 1981. The company's Iron City Light is now its main brand, selling some 800,000 barrels. Pittsburg has also had some success with its Pumper, a quarter-barrel keg that is selling somewhere around 100,000 barrels, Maxwell estimates. Pittsburg's 1981 production was 1.3 million barrels, giving it a 0.7% market share.

new products

In the new product area, Maxwell believes that A-B could very well nationally roll out its Budweiser Light brand early this year. Market tests seem to be going

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Seco loop

(Continued from page 4)

caser made by Industrial Automation Corp. The loop includes or simulates many, but not all major components of production lines in both bottle manufacturing plants and bottling plants, plus equipment used by bottle manufacturers or bottlers.

However, the loop doesn't duplicate either a manufacturer's or a bottler's production line, Little emphasized. For example, he noted, it doesn't include a filling machine, since it isn't necessary for testing purposes to actually fill the bottles with a beverage as they move around the loop.

"Problems mainly occur in handling the lightweight bottles when empty," he said. "After the bottles are filled, the weight and pressure of the carbonated beverage inside make them much more stable as they move along the production line."

Little also said that an actual production line in a manufacturing or bottling plant is virtually never a loop. It's often a straight line, where the processing of bottles starts at one end of the line and finishes at the other end. SECO's line is a loop so that testing can run continuously, with the same bottles moving around the loop over and over again.

"Some equipment for handling .5-L PET bottles is similar to equipment for 2-L bottles, but some is quite

Beer sales

(Continued from page 13)

well. Miller is testing Magnum, a malt liquor. Maxwell points out that malt liquor as a whole has held up reasonably well considering the current sluggish economy.

An estimated 6.1 million barrels of malt liquor were sold by domestic brewers in 1981, compared with 5.4 million the year earlier. Schlitz Malt Liquor leads the pack with 2.5 million barrels estimated in 1981, an increase of 350,000 barrels vs. 1980. Heileman's Colt 45 brand equalled its '80 performance with 1.2 million barrels sold in both years. Sales of Pabst' Olde English were an estimated 800,000 barrels last year, down from a million in 1980, according to Maxwell.

In the pricing area, Anheuser-Busch announced increases of between 6% and 7%, effective November 1, 1981. At the beginning of '82, it is difficult to find anyone who has followed. Yet, Maxwell expects other brewers to fall into line over the next several months.

Unit increases in the high-priced imported beer brands were up by an estimated 15% in 1981. Nabisco Brands' Moosehead was by far the sales leader in 1980, with a gain of 180% over 1979.

Moosehead racked up sales in 1980 of 5.6 million gallons (2 million in 1979) to take a 4% market share (1.5% in '79).

Heineken maintained its substantial lead in the imported brands with 53.5 million gallons sold in 1980, for a 37.8% share of the market. However, Heineken's market share in 1980 was down 9.5% from the previous year.

Knowledgeable industry sources have predicted that in 1982, total U.S. malt beverage consumption will rise by a modest 2% to 3% over 1981. Imports, they say, should continue to capture a larger share of the total.

Beverage Business Indicators

Glass container shipments

(thousands of gross)
(not seasonally adjusted)

	August '81	Sept '81	% change
Bottles	26,877 r	26,660	(.8)
Beverage: refillable	308	219	(28.9)
nonrefillable	5,625	4,590	(18.4)
under 10 oz	—	98	—
10.0 to 15.9 oz	1,775	1,505	(15.2)
16.0 to 16.9 oz (includes .5-L)	3,034	2,666	(12.1)
17.0 to 33.9 oz (includes 1-L)	376	321	(14.6)
34.0 oz and over (includes 2-L)	—	—	—
Beer: refillable	45	75	66.7
nonrefillable	9,534	8,658	(9.2)
under 11 oz	1,819	1,672	(8.1)
11.0 to 15.9 oz	7,190	6,432	(10.5)
16.0 and over	525	554	5.5
Liquor:	1,042	1,257	20.6
Under 125 ml (4.23 oz and under)	70	120	71.4
126 to 275 ml (4.24 to 9.3 oz)	235	266	13.2
276 to 500 ml (9.31 to 16.9 oz)	121	152	25.6
501 to 800 ml (16.91 to 27.04 oz)	289	324	12.1
801 to 1000 ml (27.05 to 33.80 oz)	193	239	23.8
1001 ml and over	134	156	16.4
Wine:	678	680	.3
126 to 500 ml (4.24 to 16.9 oz)	98	127	29.6
501 to 800 ml (16.91 to 27.04 oz)	340	296	(13.0)
801 to 1000 ml (27.05 to 33.8 oz)	105	210	100
1001 to 1600 ml (33.81 to 54.08 oz)	96	—	—
Over 1600 ml (over 54.08 oz)	39	47	20.5

Source: U.S. Dept. of Commerce
Bureau of the Census

Closures for beverages

	August '81	Sept. '81	% change
Metal (for spirits, wines)	50,049	81,621	63.1
Plastic (for spirits, wines)	101,212	135,196	33.6
Metal crowns (beer and soft drinks)	21,423	20,977	(2.1)
Soft drink (convenience types)	1,750	1,784	1.9
Soft drink (conventional types)	7,251	7,261	.1
Beer (convenience types)	9,761	9,577	(1.9)
Beer (conventional types)	2,661	2,355	(11.5)
All other metal closures other than crowns	7,175	6,462	(9.9)

Source: U.S. Dept. of Commerce
Bureau of the Census

Imported beverages

(Proof gals)

	Sept. '81	October '81	% change
Beer*	14,473,373	14,700,868	1.6
Whiskey	9,341,449	10,002,886	7.1
Brandy	491,994	607,517	23.5
Gin	495,479	699,262	41.1
Rum	89,279	106,297	19.1
Cordials and liqueurs	652,243	868,066	33.1
Others	775,783	1,015,590	31.0
Total	**26,319,600**	**28,000,486**	**6.4**
Sparkling wines	525,805	132,791	(74.7)
Still wines, table	7,621,584	9,407,438	23.4
Still wines, fortified	210,678	337,112	60.0
Vermouth	240,590	209,995	(12.7)

*Includes ale, stout, porter
Source: National Association of Beverage Importers, Inc.

Selected Consumer Price Index

(The year 1967 equals 100)

	August '81	Sept. '81	% change
Cola	296.6	295.6	(.3)
Other carbonated soft drinks	138.9	140.3	1.0
Noncarbonated drinks	135.0	134.6	(.3)
Wine	235.5	203.5	(13.6)
Beer and ale	203.2	237.6	16.9

Sweetener data

(Cents per pound, dry basis)

	August '81	Sept. '81	% change
HFCS wholesale prices			
California	20.75	20.21	(2.6)
New York	21.73	19.72	(9.2)
Chicago-West	21.56	19.72	(8.5)
Beet sugar wholesale prices	—	24.76	—
Dextrose wholesale prices			
California	30.01	28.64	(4.6)
New York	28.54	27.17	(4.8)
Chicago-West	28.54	27.17	(4.8)

Source: U.S. Dept. of Agriculture

Domestic beer removals

(Barrels of 31 gals)

	August '81	Sept. '81	% change
Bottles and cans	14,209,501	12,710,387	(10.6)
Barrels and kegs	2,011,303	1,970,445	(2.0)
For export	172,903	199,714	15.5
Other	18,415	19,101	3.7
Total	**16,412,122**	**14,899,647**	**(9.2)**

Source: U.S. Dept. of the Treasury
Bureau of Alcohol, Tobacco and Firearms

Domestic wine removals

(Wine gals)

	June '81	July '81	% change
Still wines (bulk)	89,414	152,283	70.3
Still wines (bottled)	31,112,696	29,362,104	(5.6)
Effervescent wines (bulk & bottled)	2,419,011	1,677,034	(30.7)
Total	**33,621,121**	**31,191,421**	**(7.2)**

Source: U.S. Dept. of the Treasury
Bureau of Alcohol, Tobacco and Firearms

Domestic spirits removals

(Wine gals)

	June '81	July '81	% change
Whiskey	14,551,633	12,810,574	(12.0)
Brandy	1,311,238	1,239,173	(5.5)
Rum	1,580,183	1,698,631	7.5
Gin	3,702,840	3,281,320	(11.4)
Vodka	8,932,890	8,426,356	(5.7)
Cordials and liqueurs	2,830,797	2,530,209	(10.6)
Cocktails and mixed drinks	775,337	733,591	(5.4)
Total	**33,684,918**	**30,719,854**	**(8.8)**

Source: U.S. Dept. of the Treasury
Bureau of Alcohol, Tobacco and Firearms

Blow-molded plastic bottle production

(thousands of units)

	July '81	August '81	% change
Plastic bottles (blow-molded)	1,291,595	1,254,117	(2.9)
Carbonated beverages*	226,544	208,528	(8.0)

*plans are being made to sub-divide this category into .5-, 1- and 2-L sizes

Source: U.S. Department of Commerce
Bureau of the Census

Copyright: Beverage Industry
February 5, 1982